



What a cigarette meant there

*The actors play their part—
and history moves thrillingly across the silver
screen. But on the movie lot, how tense the days
of strain! And how gratefully welcomed those
hard-won moments that mean rest, relaxation
... and a cigarette!*

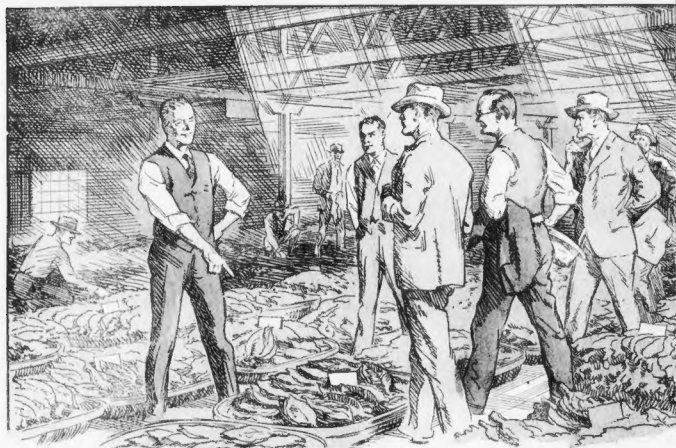
What a cigarette means here

*They play their part, too—
these buyers of Chesterfield tobacco.*

*Thousands of pounds auctioned each day; distinct
types of leaf—twenty grades of "bright" tobacco alone;
important distinctions of curing; differences in texture,
color, size, in the natural sugar which means natural
sweetness—and Chesterfield quality to be maintained.*

*Our buyers do their part. In New York or Manila,
Paris or Alaska, our billions of Chesterfields taste the
same. The same wholesome fragrance, the same natu-
ral mildness, the same satisfying "body," because our
buyers know exactly what they want — and whatever
it may cost, they get it!*

League of Nations Tobacco Co.



*Typical scene in tobacco auction ware-
house, where the farmer's work ends and
the manufacturer's begins.*

Chesterfield

MILD enough for anybody... and yet **THEY SATISFY**